



Planning & Economic Development Department
100 Hughes Road
Madison, Alabama 35758

Planning Commission Staff Report

Date: November 18, 2021

Project: The HUB at Town Madison (Site Plan 2021-031)

**Applicant/
Property
Owner:** Old Towne Investments

Location: 384 Stadium Way (North of Stadium Way, East of Toyota Field)

Request Summary

This is a request for a site plan for a dining and event space consisting of 24,431 square feet and associated parking on 3.70 acres.



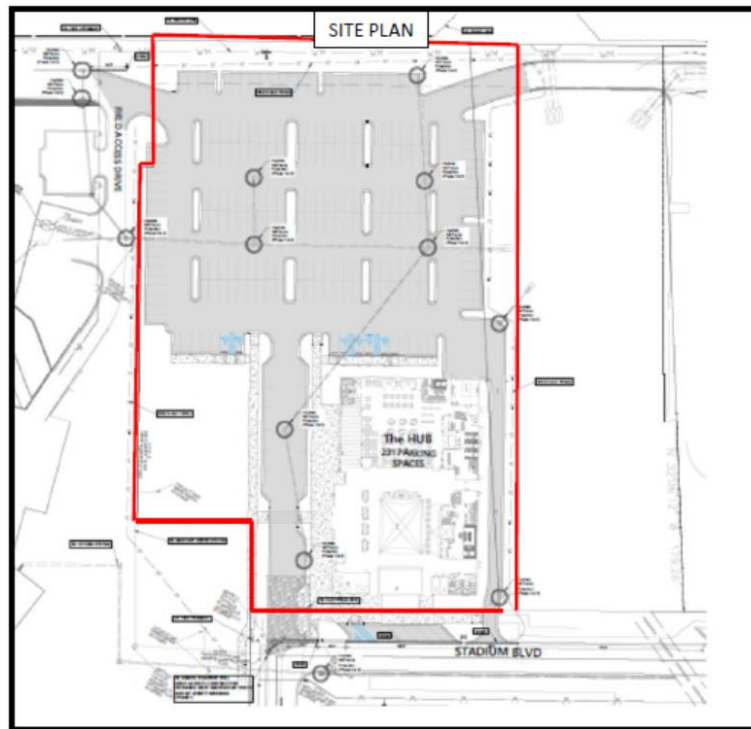
Recommendation

Motion to:

“Approve The Hub at Town Madison Site Plan (SP2021-031) with contingencies.”

Project Request

This is a request for a site plan for a dining and event venue call The Hub. Of the total 24,431 square feet of programmed space, 17,731 square feet would be in enclosed buildings. The project is designed around a large 2,400 square foot open space anchored by the “lawn,” which includes a 1,000 square foot stage for scheduled acts and events and a large, outdoor jumbotron to display family movies and sporting events. Dining and seating is offered in covered, semi-covered and outdoor planned spaces, with a total area of 10,631 square feet. A variety of dining options and the HUB bar are the centerpiece of the experience. The venue will have 2,000 square feet of retail space. The facility will be served by 230 parking spaces. The site plan also shows an area of future development in the southwest corner.



General Information

Background: Not Applicable.

Future Land Use, Zoning, and Existing Land Uses:

TABLE 1 LAND USE AND ZONING INFORMATION			
Location	Future Land Use Map	Zoning	Existing Land Use
Subject Site	C (Commercial) OS (Open Space)	UC (Urban Center District)	Vacant
North of Subject Property (across Interstate - 565)	C	B3 (General Business District)	Retail and retail service centers
East of Subject Property	C	UC	Retention Pond
South of Subject Property (across Stadium Way)	C & OS	UC	Restaurant under construction
West of Subject Property	C & OS	UC	Stadium



Conformance with Long Range Plans:

1. Future Land Use Map
The Future Land Use Map designates half the subject property Commercial and the rest Open Space. The proposed plat does not conflict with the land use map.
2. West Side Master Plan. Not Applicable
3. Growth Plan
The property is part of the I-565 Key Development Area. The Plan recommends mixed use redevelopment in the general area of Town Madison. The underlying zoning and general development pattern is in agreement with the Growth Plan recommendation.
4. Parks & Recreation Master Plan. Not Applicable

Zoning & Subdivision Compliance:

The proposed project complies with all applicable requirements in the Zoning Ordinance and Subdivision Regulations.

Technical Review Committee:

The subject request was reviewed by the Technical Review Committee. The Committee recommends approval of the application with the contingencies provided in Attachment No. 1.

Analysis

The HUB is considered “experiential retail.” The foundational elements of the business’ programming are: family-friendly, daily activities, and casual and architecturally well-scaled environment. The owners operate the project to be an inviting casual dining space for the community to share. The HUB will be a popular addition to Town Madison. The site plan meets all applicable regulations and staff recommends approval.

Attachments

1. Recommended Technical Review Committee Contingencies for The Hub/Site Plan
2. Site Plan dated and received November 10, 2021
(If viewed electronically from a link on the published agenda, this attachment can be found by clicking on the title of the project name listed on the agenda)

Attachment No. 1

Recommended Technical Review Committee Contingencies
The Hub Site Plan

Planning Department

1. Improve the interface between The Hub and the common area pond to the east. There is an opportunity to improve landscaping and amenitize the pond. Low level vegetation can also be added along the east side of The Hub building.
2. The elevations are mislabeled with the cardinal directions.

Engineering Department

1. Proposed Site Plan is off property
2. Show ADA signage locations.
3. Provide angle and perpendicular depth of angled parking stalls.
4. If providing compact parking stalls – show signage.
5. Provide information on solid bold line across drawings.
6. Clarify ROW and width Stadium Way (incorrect name on drawings).
7. Update drainage report to show impact (if any) on drainage basin and culverts at Zierdt Road.

Fire Department

1. Move fire vault and hydrant to the east near curb but still in easement for fire truck access so parking spaces will not block.
2. Add FDC signage to direct fire truck to the FDC